

Blade & Rose – WWF Organic Range

Blade & Rose proudly enters its WWF Organic Range into the Ethical & Sustainable Gift category an inspiring collection that blends thoughtful design, environmental responsibility, and meaningful charitable impact. Created using organic cotton and produced in BSCI-certified factories that prioritise fair wages, safe conditions, and high welfare standards, this range demonstrates Blade & Rose's long standing commitment to sustainable and ethical practice.

Since launching the partnership, Blade & Rose has raised an incredible **£60,000 for WWF UK**, donating 10% of all sales from the collection. This contribution helps fund critical conservation projects that protect endangered species, safeguard fragile habitats, and support communities working towards a healthier planet.

Each design inspires young families to engage with nature while knowing their purchase contributes directly to positive global change.

Eco-Friendly & Sustainable Design Highlights:

- **Organic Materials:** Made using soft, breathable organic cotton that reduces environmental impact and promotes responsible farming practices.
- **Ethical Production:** Manufactured exclusively in audited, BSCI-certified factories ensuring fair wages, safe working environments, and responsible labour standards.
- **Purpose-Driven Gifting:** 10% of every sale is donated to WWF, allowing customers to give a gift that truly gives back.

Collection Highlights:

- **Panda Collection:** A refreshed take on a Blade & Rose bestseller, featuring adorable matching socks and a soft organic long-sleeve top.
- **Turtle Collection:** A vibrant celebration of marine conservation, designed to spark awareness and conversations in young families.

Founder Amanda Pepper shares:

"We are incredibly proud of the contributions we've made to WWF through our organic range, and we're so grateful to our customers for their support. These new collections are an opportunity to grow this partnership and continue making a difference for wildlife and our planet."

Beautiful, responsible, and impactful, the **Blade & Rose WWF Organic Range** exemplifies what an Ethical & Sustainable Gift should be: thoughtfully designed, ethically produced, environmentally conscious, and capable of driving real-world change.